

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Helayel, Inc.		02/20/2008	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Ms. Daniella Helayel		
Street Address:	ISSA Couture, Ltd., 90 Lots Road		
Internal Address:	Units 11 & 12		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	SW10 0ES		
Entity Type:	INDIVIDUAL: BRAZIL		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76978728	ISSA	
CORRESPONDENCE DATA			
Fax Number:	(212)941-9711		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	212-725-1818		
Email:	philip@furgang.com		
Correspondent Name:	Philip Furgang		
Address Line 1:	1325 Avenue of the Americas		
Address Line 2:	28th Floor		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	9925-TM		
DOMESTIC REPRESENTATIVE			
Name:	Philip Furgang		
Address Line 1:	1325 Avenue of the Americas		

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TRADEMARK
 REEL: 003727 FRAME: 0378

Address Line 2: 28th Floor
Address Line 4: New York, NEW YORK 10019

NAME OF SUBMITTER: Philip Furgang

Signature: /Philip Furgang/

Date: 02/26/2008

Total Attachments: 1
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ASSIGNMENT

WHEREAS, HELAYEL, INC., a corporation of the State of New York, having a principal place of business at 237 West 35th Street, New York NY 10001, has adopted and uses the trademark ISSA (in design) to identify *clothing for women namely dresses, shirts, blouses, swimsuits, sweaters, and t-shirts*

and a pending Application, Serial No. 76/978,728, a divisional of a pending Application, Serial No. 76/246,766, filed April 25, 2001, currently alive;

WHEREAS, DANIELLA HELAYEL, an individual, located at ISSA Couture, Ltd, Unites 11 & 12, 90 Lots Road, London SW10 0ES United Kingdom, desires to acquire said mark and said application;

NOW, THEREFORE, in consideration of and in exchange for the sum of one (1) dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, HELAYEL, INC., does hereby assign, transfer, and convey to DANIELLA HELAYEL, its successors and assigns, all of the entire worldwide right, title, and interest in and to said trademark, said registration, and the good will of the business associated with the mark, including the right to sue for and recover injunctive and other relief for past, present, and future infringements of any rights in and to said mark;

I state that all statements made herein of my own knowledge are true and all statements made on information and belief are believed to be true; and, further, that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful, false statement may jeopardize the validity of this document and the registration.

HELAYEL, INC.

Dated: 2/20/2008

By: 
DANIELLA HELAYEL, President

TOTAL P.02